

The Impact of Mobile Commerce on the Buying Behaviour of Young Adults in Kanchipuram District

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Abstract

Mobile commerce (m-commerce) has become an integral part of modern retailing, particularly among young adults who are highly engaged with smartphones and digital platforms. This study explores the impact of m-commerce on the buying behaviour of young adults in Kanchipuram District. The research focuses on key factors such as convenience, trust, mobile payment systems, promotional strategies, and social media influence that drive purchasing decisions through mobile platforms. By employing both primary and secondary data, the study aims to analyze how mobile applications, ease of access, and personalized offers shape consumer preferences and buying intentions. The findings are expected to provide valuable insights for businesses and marketers to design effective mobile-based strategies that cater to the expectations of young consumers, thereby enhancing customer satisfaction and loyalty in the digital marketplace.

Keywords: Mobile Commerce, Buying Behaviour, Consumer Preferences, Mobile Applications, Mobile Payments.

I. INTRODUCTION

The rapid growth of mobile technology has revolutionized the way people shop and interact with businesses. With the widespread use of smartphones and mobile applications, mobile commerce (m-commerce) has emerged as a dominant platform for retail transactions. Unlike traditional shopping, m-commerce offers consumers the advantage of convenience, instant access, and personalized services. Among various consumer groups, young adults have become the most active users due to their digital literacy and preference for mobile-based interactions. In the context of Kanchipuram District, the adoption of m-commerce is steadily increasing, influencing buying patterns and decision-making processes. Understanding these

behavioural shifts is essential for retailers and marketers to align their strategies with the expectations of the digital generation.

Objectives of the Study

1. To examine the level usage of mobile commerce among young adults in Kanchipuram District.
2. To analyse the factors influencing young adults' preference towards mobile commerce (such as convenience, discounts, payment options, trust, and app usability).

Limitations of the Study

- The research is limited to young adults in Kanchipuram District and may not represent consumers from other regions.
- Only 100 respondents were considered, which may not be sufficient to represent the entire population of young adults in the district.
- The research focuses only on young adults (18–35 years). Other age groups who also engage in mobile commerce were excluded.
- Rapid technological changes in mobile commerce may affect the long-term relevance of the results.

Scope of the Study

The study primarily covers the buying behavior of young adults in Kanchipuram District with reference to m-commerce. It focuses on factors such as trust, convenience, digital payments, promotions, and social media that influence mobile-based purchases. The scope is restricted to retail transactions through mobile applications and platforms, excluding other forms of e-commerce. The research aims to provide valuable insights for marketers, retailers, and businesses who wish to strengthen their presence in the digital marketplace and build stronger connections with young consumers.

Impact of the Study

The study is expected to contribute significantly to understanding consumer psychology in the digital era. By identifying the factors that drive m-commerce adoption among young adults, businesses can design more targeted strategies to enhance user experience and satisfaction. The findings may help retailers improve mobile application features, strengthen trust in mobile payments, and create engaging promotional campaigns. Moreover, the insights can guide digital marketers in utilizing social media platforms more effectively, thereby improving customer loyalty and long-term business growth in the competitive digital marketplace.

Methodology

1. The current research is empirical study based on both primary and secondary data.
2. Primary data has been collected by conducting a structured questionnaire survey among respondents.
3. Secondary information was gathered from books, journals, published articles, and reliable websites.

Research Methodology

- Data are collected from two ways of sources. They are primary sources and secondary sources. In this study, data are collected mainly from primary sources.
- The research was carried out in Kanchipuram district.
- Primary data was collected through a structured questionnaire administered to 100 respondents within the district.
- The respondents were chosen using the convenience sampling method. Secondary data was sourced from published materials such as periodicals, books, journals, and research articles, which were considered highly relevant to the subject matter of the study.

Sample size: An indefinite population necessitated the collection of data from 100 respondents.

Test used: 1. Simple percentage analysis
2. Chi-square test

Analysis And Interpretation

Data collected through questionnaire are assessed and interpreted by applying appropriate statistical tools.

Demographic Profile of the Respondents

Gender Wise Classification

Gender	Number of Respondents	Percentage
Female	69	69
Male	31	31
Total	100	100

Age Wise Classification

Age	Number of Respondents	Percentage
18 – 22	24	24
23 – 27	28	28
28 – 32	26	26
33 – 35	22	22
Total	100	100%

Education Wise Classification

Education	Number of Respondents	Percentage
High School	22	22
Undergraduate	31	31
Postgraduate	19	19
Others	28	28
Total	100	100%

Occupation Wise Classification

Occupation	Number Of Respondents	Percentage
Employed	26	26
Self Employed	24	24
Student	29	29
Unemployed	21	21
Total	100	100

Analysis and Interpretation

Data collected through questionnaire are assessed and interpreted by applying appropriate statistical tools.

Hypothesis

H0: There is no association between following mobile commerce on Monthly income and Frequency of purchase.

H1: There is association between following mobile commerce on Monthly income and Frequency of purchase.

Observed Frequency Table

Monthly Income	Daily	Monthly	Rarely	Weekly
Below ₹10,000	9	4	6	4
₹10,000 – ₹25,000	11	5	10	7
₹25,001 – ₹40,000	6	10	10	4
Above ₹40,000	5	5	7	7

Expected Frequency Table

Monthly Income	Daily	Monthly	Rarely	Weekly
Below ₹10,000	6.76363636	5.23636364	7.2	4.8
₹10,000 – ₹25,000	6.48181818	5.01818182	6.9	4.6
₹25,001 – ₹40,000	9.3	7.2	9.9	6.6
Above ₹40,000	8.45454545	6.54545455	9	6

Chi-Square Test result

Chi – Square Value(χ^2): 15.48

Degrees of Freedom: 9

P – value: 0.079

Interpretation

This means there is no significant association between Monthly income and Purchase Frequency at the 5% significance level.

Findings

1. The study shows that 69% of the respondents are female participants.
2. Around 28% of the respondents belong to the age group of 23–27 years.
3. In terms of education, the majority (31%) are undergraduates.
4. With respect to income, 29% of the respondents fall within the range of ₹10,000–₹25,000.
5. Regarding purchase behavior, 31% of the respondents make purchases on a weekly basis.
6. Among e-commerce platforms, 24% prefer Amazon for mobile commerce activities.
7. Concerning spending patterns, 29% of respondents usually spend less than ₹2,000.
8. A significant proportion (25%) of respondents strongly agree that mobile commerce saves their time.
9. Another 25% of respondents agree that discounts and cashback offer influence their buying decisions.
10. Similarly, 25% of respondents feel that easy navigation and app design enhance their mobile shopping experience.
11. On the other hand, 24% of respondents remain neutral regarding their overall satisfaction with mobile shopping.

Suggestion

Mobile commerce platforms should focus on improving app design, navigation speed, and personalization while ensuring secure payment systems and data privacy. Attractive discounts, cashback offers, and loyalty programs can strengthen customer retention, and multiple digital payment options such as UPI, wallets, and BNPL will enhance convenience. Social media promotions and influencer marketing are effective tools to engage young consumers, while quick customer support through chatbots, WhatsApp, and easy return policies can build trust. Additionally, awareness programs on safe mobile shopping practices will encourage wider adoption among hesitant users.

II. CONCLUSION

The study highlights that mobile commerce has significantly influenced the buying behavior of young adults in Kanchipuram District. Convenience, discounts, trust in mobile payments, and user-friendly mobile applications emerged as the most critical factors shaping consumer decisions. While a majority of respondents showed a positive inclination towards mobile shopping, the findings also indicate the importance of app usability and promotional offers in building loyalty.

The research concludes that businesses focusing on digital trust, attractive offers, and seamless user experience can effectively capture and retain young adult consumers. Mobile commerce is not just an alternative to traditional shopping but has become a primary channel of retail engagement for the younger generation.

III. REFERENCES

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